



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LABOR & ECONOMIC GROWTH
LANSING

ROBERT W. SWANSON
DIRECTOR

Official

Bureau of Workforce Programs (BWP)
MiRSA Guidance Letter (GL No. 06-04)

DATE: December 10, 2006

TO: Michigan Regional Skills Alliances (MiRSA)*

FROM: Brenda C. Njiwaji, Director
Bureau of Workforce Programs 

SUBJECT: MiRSA Service Mark

RESCISSIONS: None

1. Purpose

To provide existing MiRSAs and future MiRSAs the opportunity to be recognized as a MiRSA through the execution of a Licensing Agreement.

2. Background

The Department of Labor & Economic Growth (DLEG)/BWP has filed a Service Mark for the name "Michigan Regional Skills Alliances," MiRSA acronym, and the logo. By filing a Service Mark at the national and state level, the DLEG/BWP can promote and brand the MiRSAs as well as market the events of the MiRSAs. The Service Mark is also a way of identifying the MiRSAs from any other similar type entity. This will also allow for a continued relationship between the MiRSA and the DLEG/BWP.

A Service Mark is simply a word, phrase, symbol or design, or combination of those, which identifies and distinguishes the source of a service of one party from those of others. It is the same thing as a trademark, except it is for a service rather than a product (i.e. Two Men and a TruckSM, M-TECSM).

*Michigan Regional Skills Alliances and MiRSA are Service Marks of The Department of Labor & Economic Growth/Bureau of Workforce Programs

3. Action Required

The DLEG/BWP will designate the employer coalition as a MiRSA by executing a Licensing Agreement. The Licensing Agreement is a non-financial agreement that will reflect the understanding and expectations of the parties regarding the Service Mark for the MiRSA. By entering the Licensing Agreement, DLEG/BWP will provide the following technical assistance to the MiRSA:

1. Complete an annual technical assistance assessment of the MiRSA
2. Provide the MiRSA access to Labor Market Information data
3. Conduct informational webinars
4. Conduct regional forums
5. Include the MiRSA on all learning institutes

The Licensing Agreement will be reviewed on an annual basis. A review will be conducted to determine:

1. That the MiRSA is employer driven,
2. There is a sustainability plan in place, and
3. There is strong partner engagement.

If the MiRSA is not meeting the above items, the Licensing Agreement will not be renewed.

The DLEG/BWP or MiRSA may terminate the Licensing Agreement by providing thirty days written notice to the other parties.

DLEG/BWP will be contacting the MiRSA regarding the Licensing Agreement and arrangements to use the Service Mark. If there is agreement, a Licensing Agreement will be executed.

4. Inquiries

Questions regarding this notice should be directed to the MiRSA Staff at (517) 335-5177.

BCN:RN:xx

Enclosures

1. Licensing Agreement
2. Proper Use of Service Mark Material